In the Claims:

For the convenience of the Examiner, a clean copy of all pending claims is set forth below. Please refer to the attached sheets for mark-ups reflecting changes to the claims.

1. **(Amended)** A system for reporting to a website owner page-specific subjective user reactions concerning each of a plurality of particular web pages of a website, comprising:

a database containing page-specific subjective user reaction information for each of the plurality of particular web pages of the website, the page-specific subjective user reaction information for a particular web page reflecting page-specific subjective user reactions to the particular web page as a whole received from users that have accessed the particular web page; and

a reporting module coupled to the database and operable to generate one or more reports using the page-specific subjective user reaction information for communication to the website owner, each report reflecting page-specific subjective user reactions across the plurality of particular web pages of the website and allowing the website owner to identify one or more particular web pages of the website for which the page-specific subjective user reactions are notable relative to page-specific subjective user reactions for other particular web pages of the website.

2. **(Amended)** The system of Claim 1, wherein the page-specific subjective user reactions to a particular web page as a whole are received from users using user reaction measurement software associated with a viewable icon.

3. **(Amended)** The system of Claim 1, wherein the page-specific subjective user reactions are according to a multi-level subjective rating scale that includes at least one positive rating, a neutral rating, and at least one negative rating.

4. **(Amended)** The system of Claim 1, wherein each page-specific subjective user reaction to a particular web page as a whole comprises one of:

a general page-specific subjective user reaction to the particular web page as a whole; and

a specific page-specific subjective user reaction to at least one characteristic of the particular web page as a whole.

5. **(Amended)** The system of Claim 4, wherein the characteristic is selected from the group consisting of content, design, and usability.

6. **(Amended)** The system of Claim 1, wherein the page-specific subjective user reaction information for at least one particular web page comprises a plurality of subjective ratings of the particular web page as a whole, each subjective rating being for a corresponding characteristic of the particular web page as a whole.

7. The system of Claim 6, wherein the subjective ratings are according to a plurality of multi-level rating scales that each include at least one positive rating, a neutral rating, and at least one negative rating.

8. **(Amended)** The system of Claim 6, wherein each characteristic is selected from the group consisting of content, design, and usability.

9. **(Amended)** The system of Claim 1, wherein at least one report associates the page-specific subjective user reactions to a particular web page as a whole with demographic information for users that provided the page-specific subjective user reactions to the particular web page as a whole.

10. **(Amended)** The system of Claim 1, wherein at least one page-specific subjective user reaction comprises a response to an explicit question presented to a user concerning a particular web page of the website.

11. The system of Claim 1, wherein the reporting module is operable to generate the reports in response to a request received from the website owner that specifies one or more report criteria.

12. The system of Claim 1, wherein the reporting module is operable to generate a map of the website and to generate the reports according to the map.

13. **(Amended)** The system of Claim 1, wherein a first report for a first particular web page comprises a link to a second report for a second particular web page, the first and second web pages being linked within the website.

14. **(Amended)** The system of Claim 13, wherein the reporting module is operable to generate the second report in response to a request received from the website owner using the first report, the website owner receiving the first and second reports in a similar manner that a user might access the corresponding first and second particular web pages according to the topography of the website.

15. **(Amended)** The system of Claim 1, wherein the reporting module is operable to generate at least one report reflecting page-specific subjective user reactions to all the particular web pages of the website.

16. **(Amended)** The system of Claim 1, wherein the page-specific subjective user reaction information for at least one particular web page comprises:

a total number of subjective ratings of the particular web page as a whole received from the users that have accessed the particular web page, according to a multi-level rating scale; and

an aggregate rating of the particular web page as a whole reflecting all the subjective ratings of the particular web page as a whole received from the users.

17. **(Amended)** The system of Claim 1, wherein the reporting module is operable to communicate a message to a person associated with the website owner in response to the number of page-specific subjective user reactions of a specified type exceeding a specified threshold for a particular web page.

18. The system of Claim 1, further comprising a computer system that is operable to support the reporting module and communicate the reports to the website owner.

19. A report for communicating user reactions to one or more particular web pages of a website to a website owner, comprising:

a plurality of regions each associated with a corresponding type of subjective rating provided according to a subjective rating scale; and

a line comprising a length reflecting a total number of subjective ratings of a particular page received from users that have accessed the particular page, each rating being of a particular type according to the subjective rating scale, the line comprising a position within one of the regions reflecting the subjective ratings of the particular page received from the users.

20. The report of Claim 19, wherein the subjective rating scale includes at least one positive rating, a neutral rating, and at least one negative rating.

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21. The report of Claim 19, wherein each subjective rating is selected from the group consisting of:

a general subjective rating of the particular page as a whole; and

a specific subjective rating of at least one aspect of the particular page.

22. The report of Claim 21, wherein the aspect is selected from the group consisting of content, design, and usability.

23. The report of Claim 19, further comprising a chart that includes the regions and the line, the regions extending as sectors from a center of the chart to a perimeter of the chart, the line extending outward from the center of the chart within one of the regions.

24. The report of Claim 23, wherein each of the regions is a corresponding color.

25. The report of Claim 19, wherein the report associates the subjective ratings of the particular page with demographic information for users that provide the subjective ratings.

26. The report of Claim 19, wherein the report is a first report for a first particular page and comprises a link to a second report for a second particular page, the first and second pages being linked within the website.

27. The report of Claim 26, wherein the report allows the website owner to receive the first and second reports in a similar manner that a user might access the corresponding first and second particular pages according to the topography of the website.

28. The report of Claim 19, wherein the report is operable to provide at least one item of information relating to the corresponding page in response to the line being selected.

29. The report of Claim 28, wherein the item of information is selected from the group consisting of a name of the page, a uniform resource locator (URL) for the, and a link to the page.

30. The report of Claim 19, further comprising a second line comprising a second length reflecting a total number of subjective ratings of a second particular page received from users that have accessed the second particular page, each rating being of a particular type according to the subjective rating scale, the second line comprising a second position in one of the regions reflecting the subjective ratings of the second particular page received from the users.

31. The report of Claim 19, further comprising an indication of the number of particular pages for which subjective ratings have been received from users relative to the total number of pages of the website.

32. **(Amended)** A method of reporting to a website owner page-specific subjective user reactions concerning each of a plurality of particular web pages of a website, comprising:

accessing stored page-specific subjective user reaction information for each of the plurality of particular web pages of the website, the page-specific subjective user reaction information for a particular web page reflecting page-specific subjective user reactions to the particular web page as a whole received from users that have accessed the particular web page; and

generating one or more reports for communication to the owner according to the page-specific subjective stored user reaction information, each report reflecting page-specific subjective user reactions across the plurality of particular web pages of the website and allowing the owner to identify one or more particular web pages of the website for which the page-specific subjective user reactions are notable relative to page-specific user reactions for other particular web pages of the website.

33. **(Amended)** The method of Claim 32, wherein the page-specific subjective user reactions to the particular web page as a whole have been received from users using reaction measurement software associated with a viewable icon.

34. **(Amended)** The method of Claim 32, wherein the page-specific subjective user reactions are according to a multi-level subjective rating scale that includes at least one positive rating, a neutral rating, and at least one negative rating.

35. **(Amended)** The method of Claim 32, wherein each page-specific subjective user reaction to a particular web page as a whole comprises one of:

a general page-specific subjective user reaction to the particular web page as a whole; and

a specific page-specific subjective user reaction to at least one characteristic of the particular web page as a whole.

36. **(Amended)** The method of Claim 35, wherein the characteristic is selected from the group consisting of content, design, and usability.

37. **(Amended)** The method of Claim 32, wherein the page-specific subjective user reaction information for at least one particular web page comprises a plurality of subjective ratings of the particular web page as a whole, each subjective rating being for a corresponding characteristic of the particular web page as a whole.

38. The method of Claim 37, wherein the subjective ratings are according to a plurality of multi-level rating scales that each include at least one positive rating, a neutral rating, and at least one negative rating.

39. **(Amended)** The method of Claim 37, wherein each characteristic is selected from the group consisting of content, design, and usability.

40. **(Amended)** The method of Claim 32, wherein at least one report associates the page-specific subjective user reactions to a particular web page as a whole with demographic information for users that provide the page-specific subjective user reactions to the particular web page as a whole.

41. **(Amended)** The method of Claim 32, wherein at least one page-specific subjective user reaction comprises a response to an explicit question presented to a user concerning a particular web page of the website.

42. The method of Claim 32, further comprising receiving a request from the website owner specifying one or more report criteria, the reports being generated in response to the request.

43. The method of Claim 32, further comprising:
generating a map of the website; and
generate the reports according to the map.

44. **(Amended)** The method of Claim 32, wherein a first report for a first particular web page comprises a link to a second report for a second particular web page, the first and second web pages being linked within the website.

45. **(Amended)** The method of Claim 44, further comprising:

communicating a first report to the website owner;

receiving a request from the website owner using the first report;

generating the second report in response to the request; and

communicating the second report to the website owner, the website owner receiving the first and second reports in a similar manner that a user might access the corresponding first and second particular web pages according to the topography of the website.

46. **(Amended)** The method of Claim 32, wherein at least one report reflects page-specific subjective user reactions to all the particular pages of the website.

47. **(Amended)** The method of Claim 32, wherein the page-specific subjective user reaction information for at least one particular web page comprises:

a total number of subjective ratings of the particular web page as a whole received from the users that have accessed the particular web page, according to a multi-level ratings scale; and

an aggregate rating of the particular web page as a whole reflecting all the subjective ratings of the particular web page as a whole received from the users.

48. **(New)** The system of Claim 1, wherein each report reflects only page-specific subjective user reactions from users having a specified user profile.

49. **(New)** The system of Claim 1, wherein at least some of the page-specific subjective user reactions reflected in one or more reports each comprise one or more page-specific open-ended comments.

50. **(New)** The system of Claim 1, wherein:

the database stores contact information for a person associated with a set of one or more particular web pages of the website and contact criteria for contacting the person according to subjective user reactions to one or more particular web pages in the set received from one or more users; and

the reporting module is operable to automatically communicate a message to the person using the contact information according to the contact criteria being satisfied based on subjective user reactions received from one or more users.

51. **(New)** The system of Claim 50, wherein:

the contact information comprises an e-mail address for the person; and

the message comprises an e-mail message.

52. **(New)** The system of Claim 50, wherein the contact criteria comprise a number of negative ratings received in a specified time period exceeding a pre-determined threshold.

53. **(New)** The system of Claim 50, wherein the reporting module is operable to communicate page-specific open-ended comments to the person as they are received from users or periodically as a group.

54. **(New)** The report of Claim 19, reflecting only page-specific subjective user reactions from users having a specified user profile.

55. **(New)** The report of Claim 19, wherein at least some of the reflected subjective ratings are each associated with one or more page-specific open-ended comments.

56. **(New)** The method of Claim 32, wherein each report reflects only page-specific subjective user reactions from users having a specified user profile.

57. **(New)** The method of Claim 32, wherein at least some of the page-specific subjective user reactions reflected in one or more reports each comprise one or more page-specific open-ended comments.

58. **(New)** The method of Claim 32, comprising:

accessing contact information for a person associated with a set of one or more particular web pages of the website and contact criteria for contacting the person according to subjective user reactions to one or more particular web pages in the set received from one or more users; and

automatically communicating a message to the person using the contact information according to the contact criteria being satisfied based on subjective user reactions received from one or more users.

59. **(New)** The method of Claim 58, wherein:

the contact information comprises an e-mail address for the person; and

the message comprises an e-mail message.

60. **(New)** The method of Claim 58, wherein the contact criteria comprise a number of negative ratings received in a specified time period exceeding a pre-determined threshold.

61. **(New)** The method of Claim 58, comprising communicating page-specific open-ended comments to the person as they are received from users or periodically as a group.